COLLECTING PANELS

III

STAR WARS

CELEBRATION

Designing LEGO Star Wars Toys and Packaging

by Rob Johnson



What we'll be covering today:

- Introduction
- LEGO Star Wars product design
- LEGO Star Wars MINIFIGURE design
- LEGO Star Wars packaging design
- Q&A

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LEGO Creative Center, Enfield








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LEGO Star Wars
PRODUCT DESIGN





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From original concept...



…to final product



Product Design Process:

- Brainstorm product ideas for an assortment list
- Final assortment list approved by Lucasfilm
- Preliminary models are built, several versions of each
- Marketing lead picks best models from assortment
- Models are revised, play value and functions added
- Calculated to ensure correct piece count/price point
- Construction is tested by model committee
- Final prototypes are approved by Lucasfilm
- Label sheets/decorations designed

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LEGO MINIFIGURE DESIGN



LEGO MINIFIGURE Design Process:

- Reference material is obtained from Lucasfilm
- A 3:1 conceptual rough sculpt is created
- A 3:1 final sculpt is created and approved by Lucasfilm
- The final sculpt is digitally scanned and "modified"
- A 3:1 hard copy is created
- The hard copy is digitally scanned and approved
- Decoration design begins
- A 1:1 rapid prototype is created, hand painted and approved
- A 1:1 Copper electrode is created, production molds are cut
- 1:1 injection molded test shots are created
- Once approved, production begins
- Decorations are applied

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Reference material obtained















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A 3:1 rough Sculpt is created







3:1 Yoda head rough sculpt



3:1 Super Battle Droid
rough sculpt

A final sculpt is created



3:1 Greedo final head sculpt

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2:1 Jabba the Hutt
final sculpt



3:1 fighter pilot helmet
final sculpt

Final sculpt is scanned



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A hard copy is created



Chewbacca 3:1 hard copy
and 1:1 production figure

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Sebulba 3:1 hard copy



Emperor's Royal Guard
3:1 hard copy helmet and
1:1 production figure

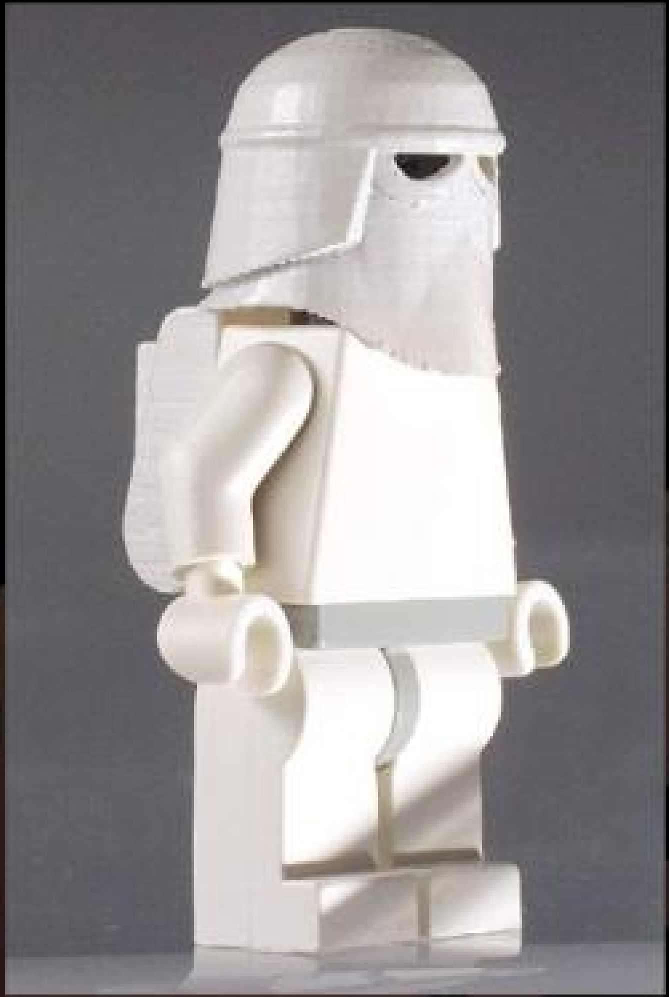
1:1 rapid prototypes are made





Hoth Stormtrooper 1:1 SLA

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Hoth Stormtrooper
hand painted 1:1 SLA

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Jabba the Hutt
hand painted
1:1 resin hard copy

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(Left to Right)

- Original sculpt
- SLA - with test screen print
- SLA - hand painted in first green with black eyes
- Injection molded test shot in red
- Injection molded test shot in first green
- Injection molded test shot in first green with final screen print
- Injection molded final production head with final screen print

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A copper Electrode is created



Injection molded test shots are made



(Left to Right)

- SLA
- Test shot body in red plastic, test shot hands in gray plastic
- Test shot body in production color

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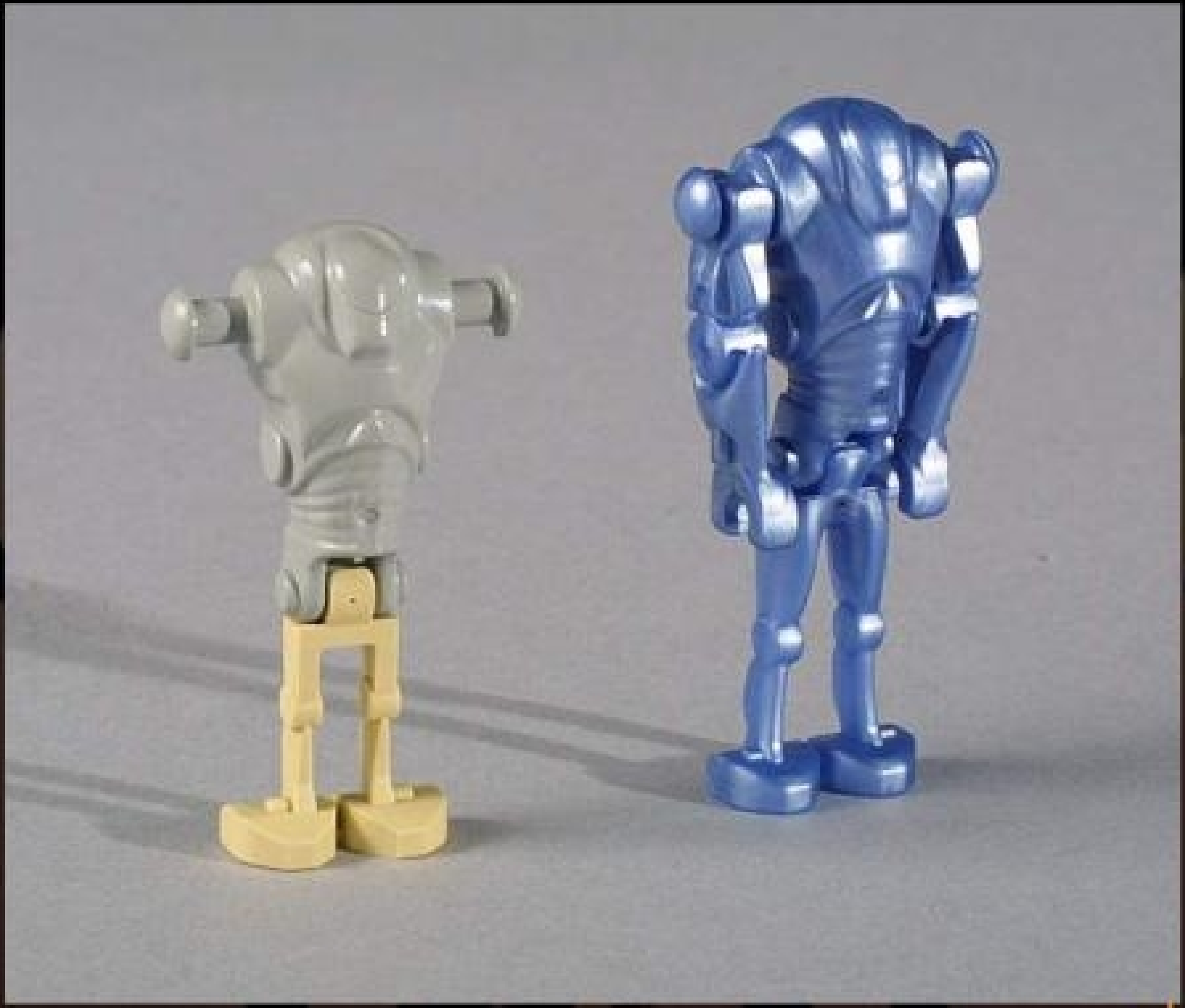


1:1 injection molded
test shot Chewbacca

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1:1 injection molded
Biker Scout



1:1 injection molded Super Battle Droid torso and 1:1 test shot

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1:1 injection molded Qui-Gon Jinn with hand applied deco

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Decorations are printed





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(Left to Right)

- original sculpt
- SLA
- SLA - hand painted in production green color
- copper electrode
- injection molded test shot in red
- injection molded test shot in production green
- injection molded final production torso

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Final MINIFIGURE

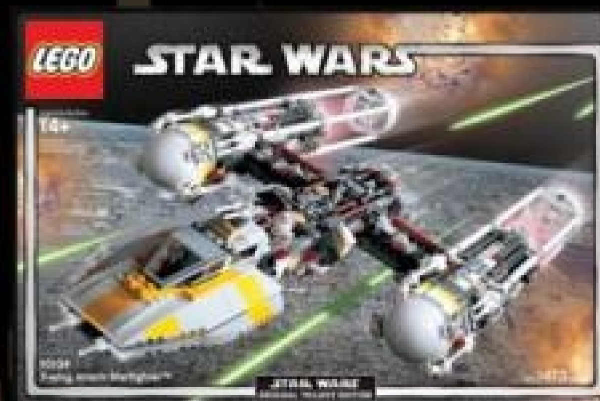


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LEGO Star Wars
PACKAGING DESIGN











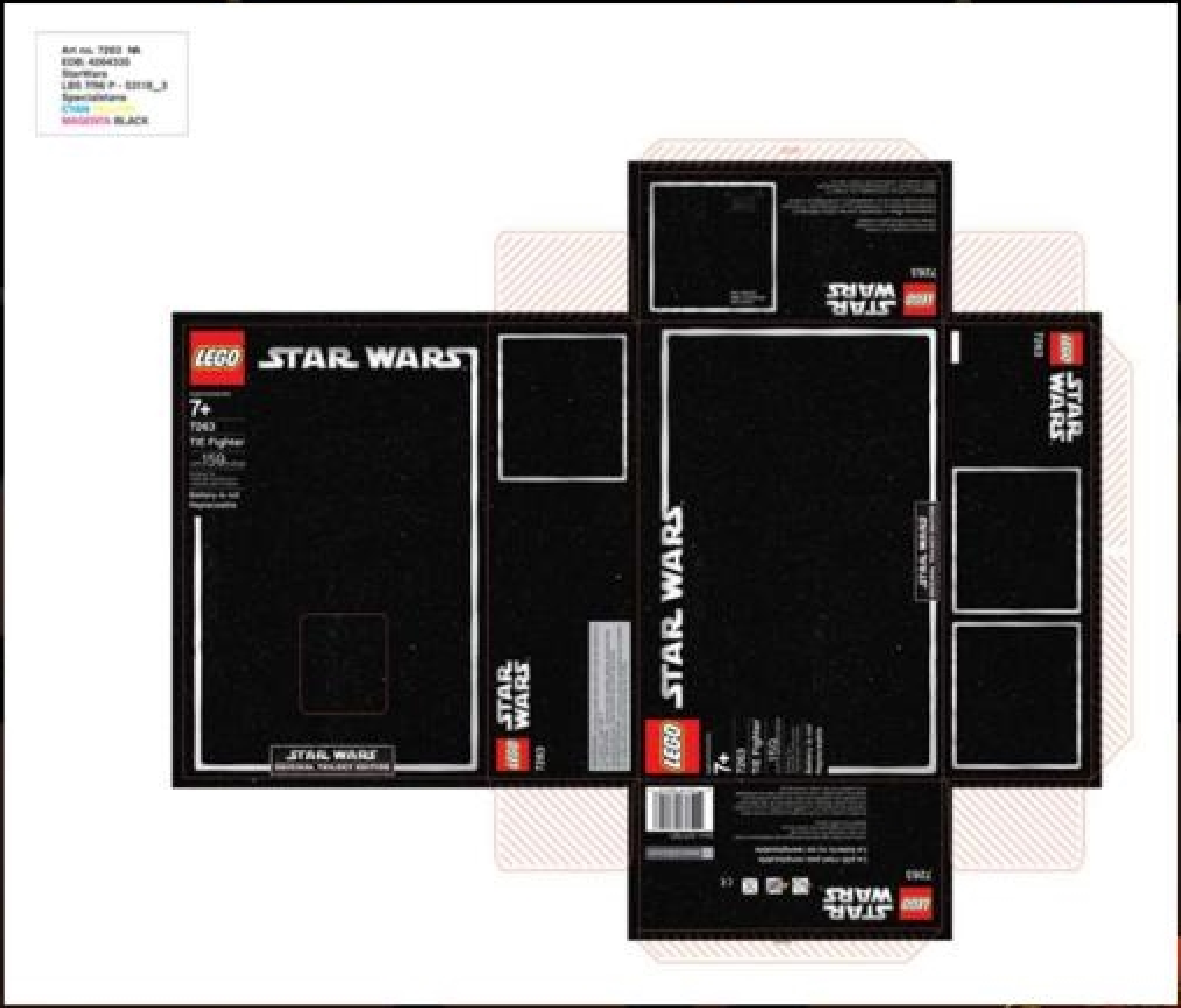


Packaging Design Process

- Receive briefing
- Brainstorm and review models with product designers
- Establish a "Principle design" for the assortment
- Create individual "SKU designs" for each set
- Begin design phase with rough pencil sketches
- Create low-resolution digital layouts after sketches are approved
- Go through various rounds of approval, both internal and with Lucasfilm
- Once layout is approved, high-resolution digital photography is shot
- Final artwork is created, SKU front backgrounds are illustrated
- Proof prints are made, checked and signed off on
- Print files are delivered to the printer
- Files are printed

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Packaging: "Principle Design"



Packaging: " SKU Design"



LAYOUT

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Layout, round 1



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Layout, round 2



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Layout, round 3



Layout, round 4



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Layout, round 5



Layout, round 6



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Layout, round 7



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Photography







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Studio shot



Studio shot



Artwork

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Proofing

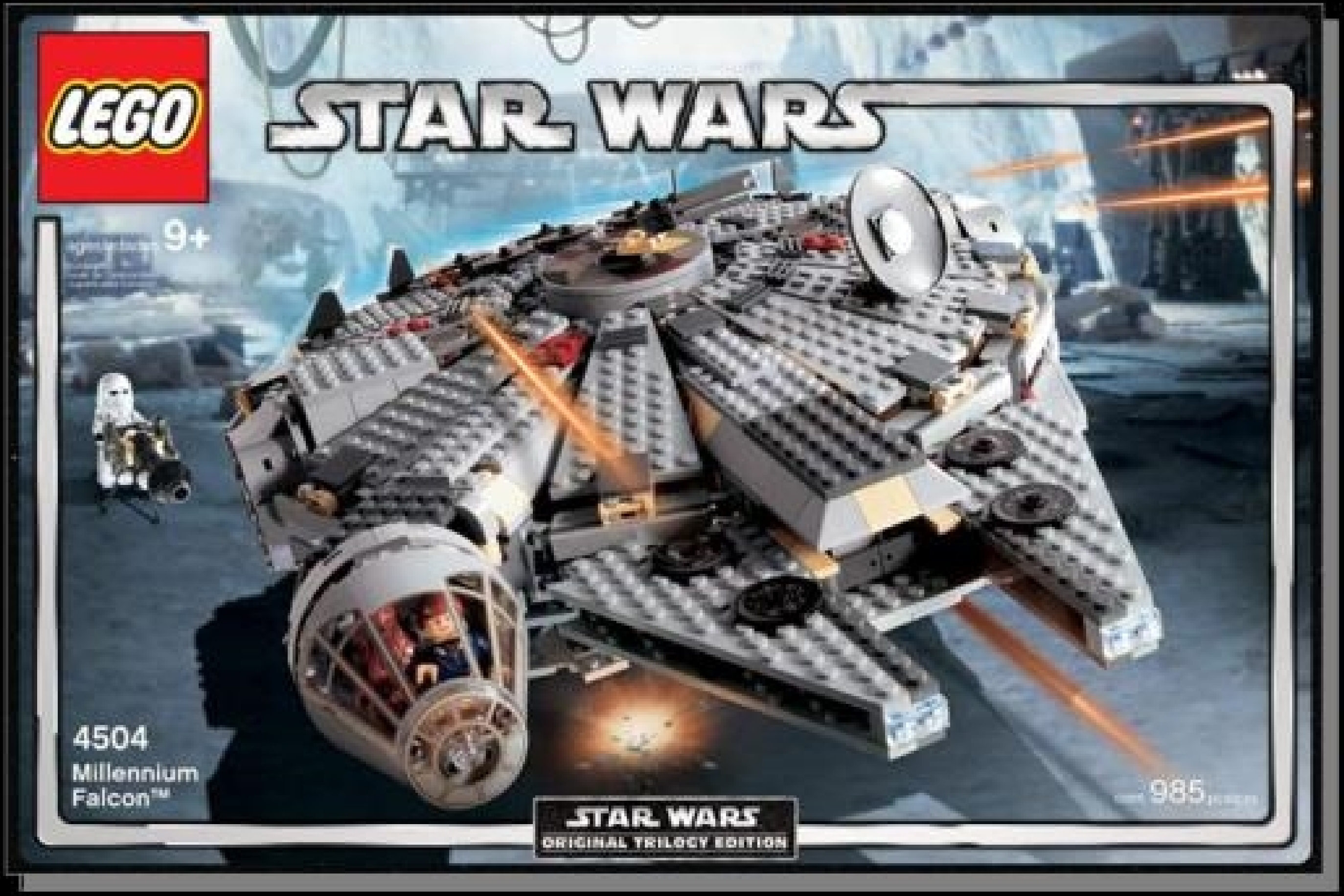
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Final Box



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LEGO Star Wars "RETRO" Packaging



LEGO STAR WARS

Task: Design LEGO Star Wars packaging with a "retro" look and feel to celebrate the release of the Star Wars Classic Trilogy on DVD

Original Concept





Legoland
X-wing™ Fighter
4502
LEGO
4502
Legoland
LEGO
X-wing™ Fighter
For Children 8 to 12 years old
STAR WARS
563 interlocking pieces
X-wing™ Fighter
4502

Second Concept




4502
STAR WARS
Ages 8-12
LEGO
X-wing™
Fighter
563 interlocking pieces


Mos EisleyCantina™
Ages 8-12
STAR WARS
Ages 8-12
STAR WARS
LEGO
Mos Eisley
Cantina™
4502
LEGO
193 interlocking pieces


Legoland
LEGO
4500
Legoland
LEGO
Snow
Speeder™
For
Children
8 to 12
years old
STAR WARS
4500


4502
Ages 8-12
LEGO
X-wing™ Fighter
4504
Ages 8-12
LEGO
Millennium Falcon™
LEGO
Mos Eisley Cantina™
LEGO



Third Concept



Fourth and final Concept




LEGO
STAR WARS
9+
4504
Millennium
Falcon™
985
STAR WARS
ORIGINAL TRILOGY EDITION


LEGO
STAR WARS
ages 7-12
4501
Mos Eisley Cantina™
STAR WARS
SPECIAL TRILOGY EDITION


LEGO
STAR WARS
ages 7-12
4500
STAR WARS
SPECIAL TRILOGY EDITION


LEGO
STAR WARS
8-12
4502 X-wing Fighter™
563


LEGO
STAR WARS
ages/edades
14+
10134
Y-wing Attack Starfighter™
1473
STAR WARS
ORIGINAL TRILOGY EDITION

Original Trilogy Edition logos: Round 1

STAR WARS
THE
ORIGINAL TRILOGY EDITION

STAR WARS
THE
SPECIAL TRILOGY EDITION

STAR
THE
SPECIAL TRILOGY EDITION
WARS

THE STAR WARS
ORIGINAL TRILOGY EDITION

STAR
THE
SPECIAL TRILOGY EDITION
WARS

STAR WARS
THE
ORIGINAL TRILOGY EDITION

THE
ORIGINAL TRILOGY EDITION
1977 - 1983

Original Trilogy Edition logos: Round 2

STAR WARS 1977 - 1983
ORIGINAL TRILOGY EDITION

THE
ORIGINAL TRILOGY EDITION
1977 - 1983

Original Trilogy Edition logos: FINAL

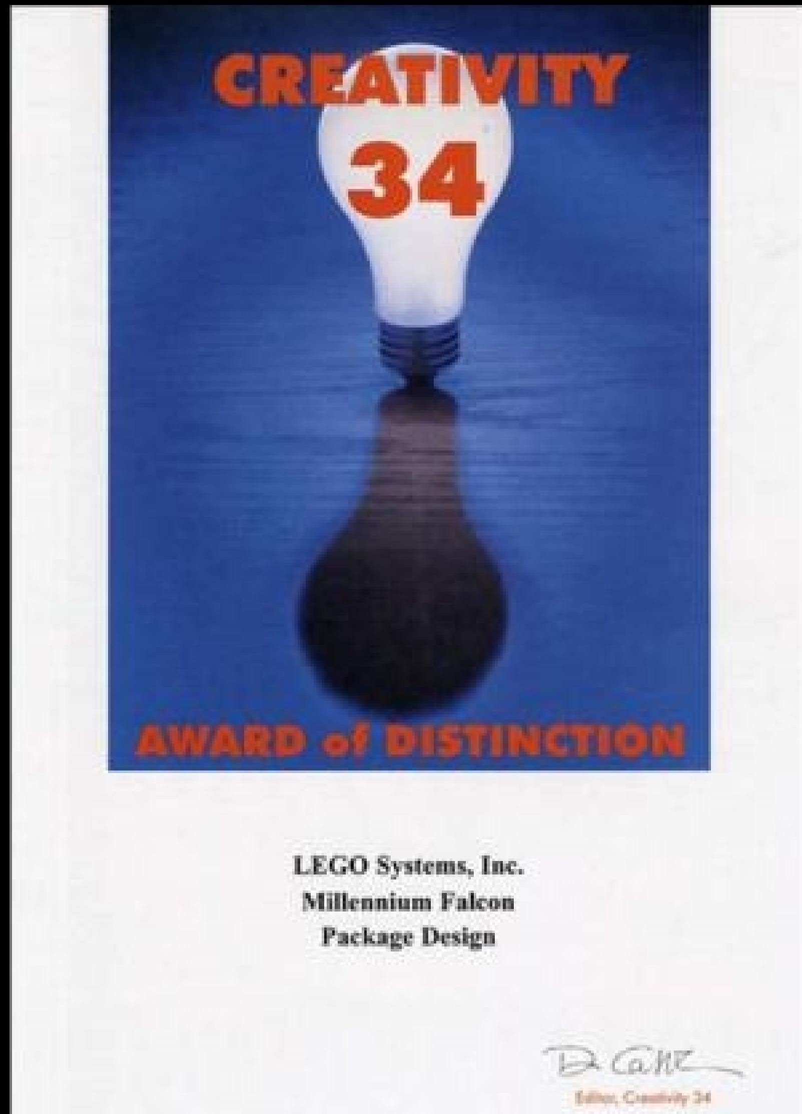
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ORIGINAL TRILOGY EDITION

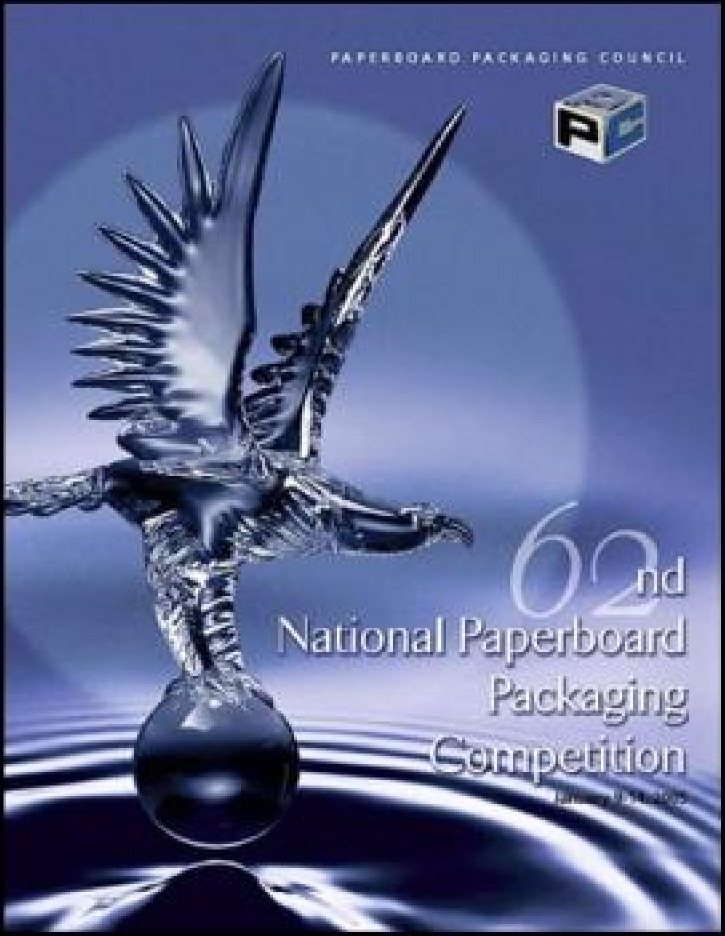
AWARDS

LEGO “RETRO”
Star Wars packaging
has now won 2 awards…

Award of Distinction
Creativity 34



GOLD AWARD
62nd Annual National Paperboard packaging Competition



THANK YOU!

